

MAIL TO:  
Office of the Attorney General  
Registry of Charitable Trusts  
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## COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES

### ANNUAL FINANCIAL REPORT FOR 2004

(California Government Code Section 12599)

Failure to file annual financial report by January 30<sup>th</sup> annually for each calendar year of solicitation may result in late fees as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fundraiser:

MKTG TeleServices, Inc.

Name of commercial fundraiser

101 Continental Blvd., Ste. 400

Address of commercial fundraiser

El Segundo, CA 90245

City, State, and ZIP Code

Name and Address of Charitable Organization:

CT No. 97702

F.E.I.N. No.

NARAL Pro Choice America

Name of charity

1156 15th St. NW, Ste. 700

Address of charity

Washington, DC 20005

City, State, and ZIP code of charity

Figures from (check one): National Campaign ☒ California Campaign ☐

Telefundraising

(Type of activity)

held (on) (from) 1/1/2004, 20 to 4/30/04, 20

(Date or dates must be shown)

Is the contract between the commercial fundraiser and charity based upon a fee or percentage of revenue? Fee ☒ Percentage ☐ Other ☐

If other, provide brief explanation

#### 1. REVENUE

A. Cash contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

A.

B.

C.

D.

E.

Fa.

Fb.

Fc.

Fd.

G. TOTAL REVENUE

\$62,314

G.

#### 2. EXPENSES

(see attached)

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a. \_\_\_\_\_  
b. \_\_\_\_\_  
c. \_\_\_\_\_  
d. \_\_\_\_\_

A.

B.

C.

D.

E.

F.

G.

H.

I.

J.

K.

L.

Ma.

Mb.

Mc.

Md.

N. TOTAL EXPENSES

\$25,104

N.

Attorney General's  
Registry of Charitable Organizations

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COMMERCIAL FUNDRAISER FOR CHARITABLE PURPOSES  
ANNUAL FINANCIAL REPORT FOR 20 04

(California Government Code Section 12599)

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3. Amount to charity (subtract line 2N from line 1G) \$37,210 3.
4. Less additional fundraising expenses paid by charity including fee paid to commercial fundraiser (to be completed by charity) \_\_\_\_\_ 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) \_\_\_\_\_ 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$37,210 6. ✓

7. (a) Does any officer, director, partner or owner of the commercial fundraiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the commercial fundraiser has contracted to solicit?

☐ Yes ☒ No If "yes" complete the following:

Name of officer, director, partner or owner of commercial fundraiser	Name and address of charitable organization	Relationship of officer, etc. to charitable organization

- (b) For each affiliation identified in 7(a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Paul S. Papich

Sr. VP

JUNE 6, 2004

Printed name

Title

Date

Charitable organization for verification.

Mary Jane Gallagher

Exec. Dir.

6/16/04

Printed name

Title

Date

John M. Batts

CFO

6/4/04

Printed name

Title

Date

Signature of authorized officer/director (charity)

MKTG TeleServices, Inc.  
 NARAL Pro-Choice America  
 2003 Telefundraising Campaign

Total money received by	NARAL Pro-Choice America	\$62,314
Total fees paid to	MKTG TeleServices, Inc.	\$25,104
Total net to	NARAL Pro-Choice America	\$37,210

fees paid to MKTG TeleServices, Inc.: prorated expenses	
payroll	\$15,564
office rental pro rata share	\$1,255
telephone	\$2,008
utilities	\$0
postage	\$1,004
printing	\$2,259
fundraising registration	\$251
insurance	\$251
recruitment	\$0
depreciation	\$1,004
office	\$502
other overhead expenses	\$753
total campaign expenses*	\$24,853
MKTG TeleServices net for profit and admin overhead	\$251

Total fees paid to MKTG TeleServices, Inc.	\$25,104
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\*these expenses are based on MKTG TeleServices' operating ratios.

MKTG TeleServices, Inc. does not receive donated funds. All monies rec'd are as reported to MKTG TeleServices by the charitable organization.